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			U.S. PATENT DOCUME	NTS .	
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AK		5,848,397	Marsh et al.	12-1998	
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OTHER PRIOR ART NON PATENT LITERATURE DOCUMENTS					
Examiner Initials *	Cite No. ¹	include name of the author (in CAPITAL LETTERS), tille of the article (when appropriate), tille of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	т		

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MFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Sheet 1 of 1

Complete If Known					
Application Number	10/016,988				
Filing Oate	Dec. 14, 2001				
First Named Inventor	Matz	٦			
Group Art Unit	2811				
Examiner Name	Unknown	٦			
Attorney Docket Number	BS01371	フ			

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AK	-	5,848,397	Marsh et al.	12-1998	
AK		5,721,827	Logan et al.	02-1998	
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AK		5,854,897	Radziewicz et al.	12-1998	
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Examiner Initials *	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T²		
AK		Aggarwal et al ("A Framework for the Optimizing of WWW Advertising" Proceedings fo the International IFIP/GI Working Conference Trends in Distributed Systems for Electronic Commerce, Pages:1-10, Year of Publication: 1998).			

Andrew Koenig/	Date Considered	06/25/2006
•	Andrew Koenig/	Andrew Koenig/ Date Considered

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Application Number	10/016,688			
Filing Date	Dec. 14, 2001			
First Named Inventor	Matz			
Group Art Unit	2811			
Examiner Name	Unknown			
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⁹ Unique clistion designation number. ² Applicant is to place a check mark here If English language Translation is attached.

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			U.S. PATENT DOCUM	AENTS	
Examiner City		U.S. Petert Document	Harns of Petentes or Applicant	Date of Publication of	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Application Number 10/016,988 December 14, 2001 Filing Date Matz First Named Inventor Group Art Unit 2611 Unassigned **Examiner Name**

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BS01371 of **Attorney Docket Number** Sheet 1

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Application Number 10/016,988

Filing Date December 14, 2001

First Named Inventor Matz

Group Art Unit 2611

Examiner Name Unassigned

Attorney Docket Number BS01371

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Sheet 2 of 5

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First Named Inventor Matz

Group Art Unit 2611

Examiner Name Unassigned

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Sheet 3 of 5

Altomay Docket Number BS01371

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Exeminer Cite		U.S. Patent Document Kind Code ² Number (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Chad Document MM-00-YYYY	Pages, Columns, Lines, Where Reloven Passages or Relevant Figures Appear
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Examiner	Cite		Foreign Patent-C	Document	Name of Patentee	Date of Publication of	Pages, Columns, Lines,	
Initials*	No.	Offi CE ³	Number ^a	Kind Code ^b (<i>if known</i>)	or Applicant of Cited Document	Cited Document MM-DD-YYYY	Where Relevant Passages or Relevant Figures Appear	T ₆
			EP 0 424 6			02-02-1991		
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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁵ Applicant is to place a check mark here if English tanguage Translation is attached.

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

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Application Number	10/016,988		
Filing Date	December 14, 2001		
First Named Inventor	Matz		
Group Art Unit	2611		
Examiner Name	Unassigned		
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Examiner Name	Unassigned			
Attorney Docket Number	BS01371			

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AK		"What is Wink: Examples," What is Wink - Examples, www.wink.com/contents/examples.html, (11/16/01) pp. 1-2.		
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Application Number 10/016,988 Filing Data 12/14/2001 First Named Inventor MATZ Art Unk 2611 Exeminer Name Unknown Atterney Docket Number | BS01371

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instinte ^e	25	Number-IGnd Code ² P hour	Publication Date AGM-00-YYYY	Name of Petentoe or Applicant of Ched Document	Peges, Columns, Unes, When Relovent Pessages or Relevan Figures Appear
XX		^{UB-} 5,948,061	9/7/1999	Merriman et al.	
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AK		US- 5,724,521	3-1998	Dedrick	
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First Named Inventor	MATZ
Group Art Unit	2611
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INFORMATION DISCLOSURE STATEMENT

FORM 1449*

Application Number:

10/016.988

Docket Number:

60027.0291US01/BS01371

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v -	IN AN APPLI	CATION		Applicant: Matzet e	ıl.			
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File Constitution	9							
			U.S. PATENT DOCU	MENTS				
EXAMINER INITIAL	DOCUMENT NO.	DATE	NAME	CLASS	SUBCI	LASS		G DATE OPRIATE
AK	5,754,939	05/1998	Herz et al.	455	. 4.2		<u> </u>	-
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EXAMIN	R /Andrew Koenig/	DATE CONSIDERED	06/25/2006	

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Complete If Known					
Application Number	10/016,988				
Filing Date	December 14, 2001				
First Named Inventor	MATZ, William R., et al.				
Group Art Unit	Unassigned				
Examiner Name	Unassigned				
Attorney Docket Number	36968-265390				

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¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that Issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the Indication of the year of the reign of the Emperor must precede the serial number of the patent document. Nind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 18 if possible. Applicant is to place a check mark hee if English language Translation is attached.



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	Substitute	for form 1448A/P	ro		Complete if Known		
		D1147101		OLOCUPE	Application Number	10/016,988	
INFORMATION DISCLOSURE					Filing Date	December 14, 2001	
	STAT	EMENT E	BY A	PPLICANT	First Named Inventor	MATZ, William R., et al.	
					Group Art Unit	Unassigned	
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<u> </u>	Sheet	2	of	2	Attorney Docket Number	36968-265390	

		NON PATENT LITERATURE DOCUMENTS	
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AK		*allNetDevices: - Report: Interactive TV Scor to Secome Direct Marketing Tool,* allNetDevices, www.devices.internet.com/com_cgi/print/print.cgi?url=http://devices/report_interactive.htm, (11/16/01) pp. 1-2.	
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Signature	/Andrew Koenig/	Considered	06/25/2006

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